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November 9, 2017

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: WC Docket No. 17-108

DEAR MS. DORTCH:

My name is Althea Erickson, and I am the Senior Director of Policy and Impact at Etsy, Inc.

On Friday, October 27th, Commissioner Mignon Clyburn and David Grossman, her Chief of Staff, visited Etsy's Headquarters in Brooklyn, New York, for a roundtable discussion concerning the Notice of Proposed Rule Making in the docket listed above. Current Etsy employees, Ilyssa Meyer, Joseph Nisanov, and Arylee McSweeney, along with the following Etsy sellers joined the discussion: Susan Ng, Teresa Carter, Molly Clarke, Jenny Topolski, Craig Bean, Kasia Wisniewski, Tracey Toole, and Rebecca Rodriguez.

During the discussion, the Etsy sellers present were able to express their concerns with the efforts of the majority to repeal the 2015 *Open Internet Order*. Each participant conveyed how their creative business was able to grow because of the level playing field that the internet offered. They shared the many ways they use the internet to learn new skills related to both their crafts and their business, as well as how they are able to access a global marketplace of customers to whom they can sell their wares.

In the meeting, I expressed strong opposition to the repeal of the 2015 *Open Internet Order* and emphasized the business case for the 1.8 million active Etsy sellers around the globe that utilize our platform.¹ Etsy sellers—87% of whom are women—are incredible examples of the democratizing nature of the internet. Most Etsy sellers are businesses of one operating from their homes. While individually their businesses may be small, together these microbusinesses represent meaningful economic and societal impact, selling \$2.84B worth of goods in 2016 alone.

Prior to the open internet, a creative entrepreneur relied on foot traffic to bring customers to their store in order to sell their wares, limiting their total addressable market to the customers they were able to reach in person. With an open internet creative entrepreneurs from all over the country can reach a global customer base. In fact, sellers have started Etsy shops in 99.9% of all US counties, and 28% of sellers are from rural areas.²

¹ As of June 30, 2017.

² Etsy. *Crafting the future of work: the big impact of microbusinesses*. March 2017.

During the conversation, the creative entrepreneurs around the table shed light on the seamlessness with which they use their smartphones as a vital tool for running their online shop, and urged the Commissioner to treat mobile and desktop as one in the same. Mobile is essential to the growth of Etsy's business, and the microbusinesses of sellers on our platform. Etsy sellers use mobile devices to operate their businesses on Etsy and customers increasingly make purchases through mobile. In the third quarter of 2017, more than half (52%) of the gross merchandise sales on Etsy came from mobile purchases, up from approximately 49% for third quarter in 2016.³ Given consumer reliance on mobile to access the internet, neutrality protections should be consistent across desktop and mobile devices.

We urged the Commissioner to share the stories she heard with the Commission, and to continue to raise the voices of the creative entrepreneurs that have continued to flourish under the current rules.

Sincerely,

Althea Erickson
Senior Director, Policy and Impact
Etsy, Inc.